



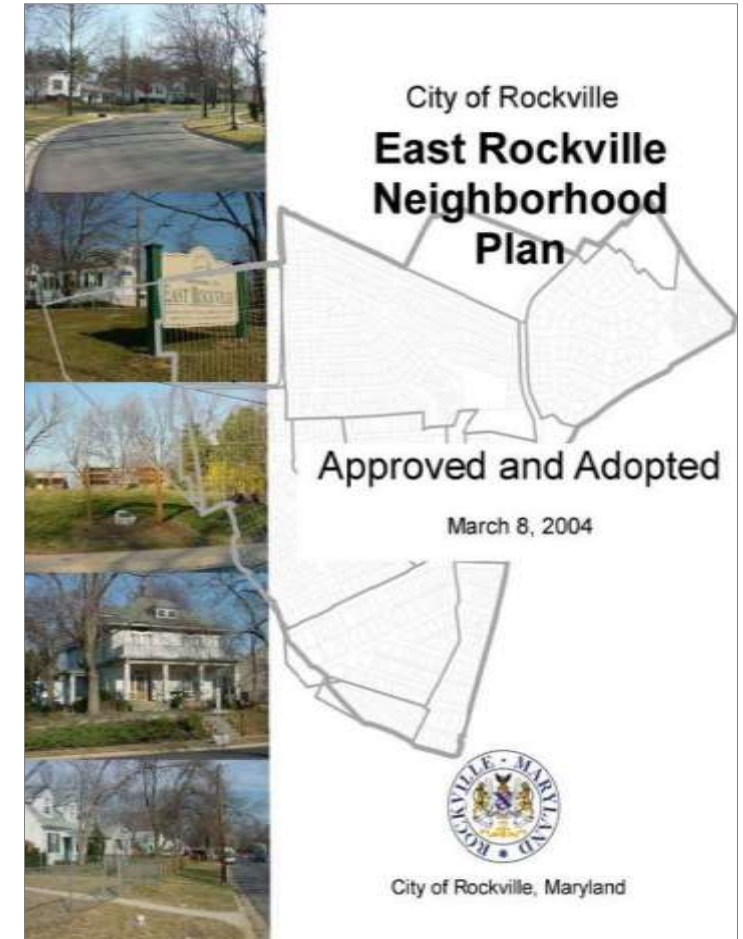
East Rockville Design Guidelines and Standards

**Mayor and Council Briefing
February 24, 2020 | Agenda Item #12**

Background

2004 East Rockville Neighborhood Plan

- Establish East Rockville as a neighborhood conservation area.
 - Retain the physical and natural characteristics of the community.
 - Preserve the unique and diverse architectural character.
 - Relate to, not copy, design of existing homes.



Issues

- Regional and national trends toward larger houses.
- Increasing cost of land and cost of living.
- Larger lots with room to build and houses being built to the maximum building envelope.
- New housing may be consistent with zoning requirements but not with neighborhood context.



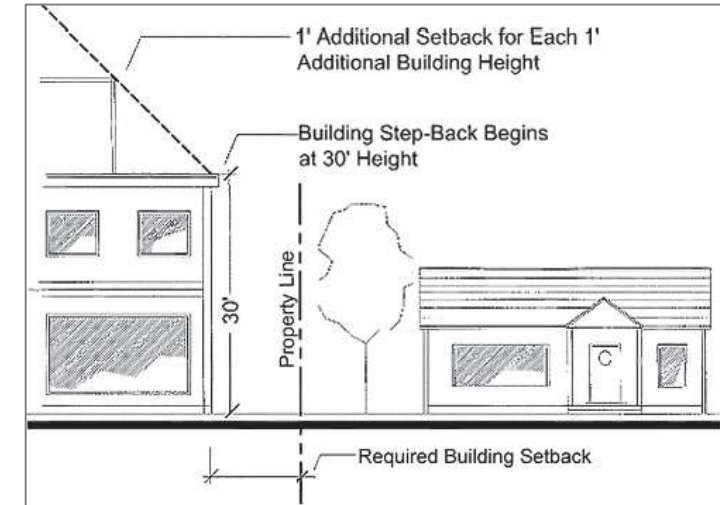
Purpose and Goals

Purpose

- Expectations are outlined before a plan is submitted.
- Additional guidance is provided to staff and decision makers when reviewing projects.
- Residents have a reference tool as new development is proposed.

Goals

- Strengthening the neighborhood's unique identity.
- Context-sensitive development between new and existing structures, while also allowing creative design.
- Site design that minimizes impacts on healthy tree canopy and stormwater management.
- A walkable and pedestrian-friendly environment.

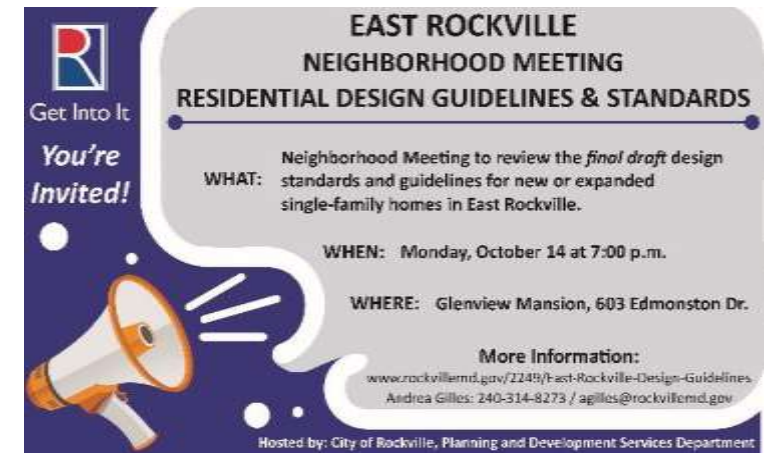


Source: Tempe, AZ Example



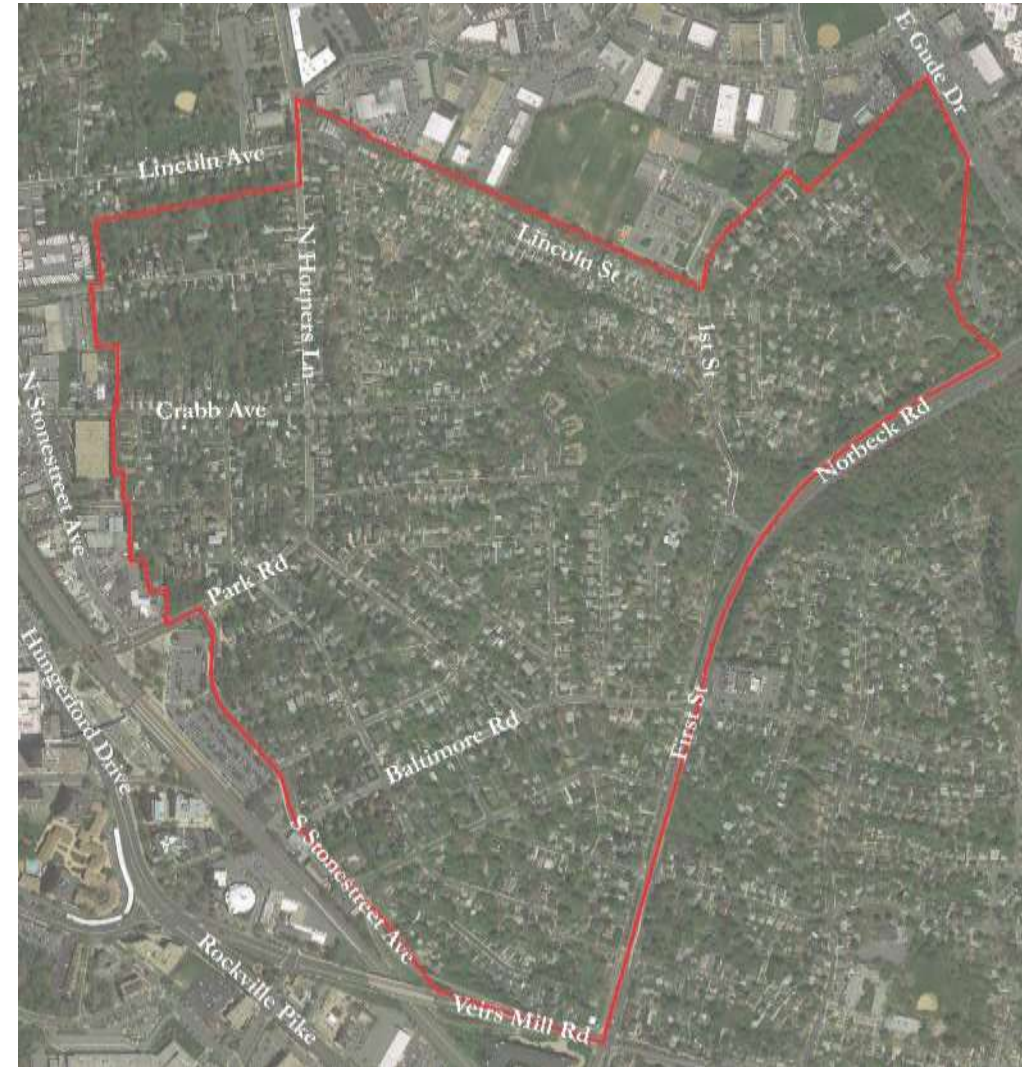
Neighborhood Process and Engagement

Late 2017	East Rockville Civic Association (ERCA) Leadership approached staff for assistance
Feb 13, 2018	Presentation + survey at the ERCA meeting
Jun 2018	Michael Watkins Architect, LLC. selected as design consultant
Oct 09, 2018	Meeting 1: Information session and survey
Oct 25, 2018	Meeting 2: Workshop with consultants
Jan 24, 2019	Meeting 3: Review and discuss first draft
Mar 12, 2019	Meeting 4: Review and discuss second draft
Jun 03, 2019	Meeting 5: Review and discuss third draft
Oct 14, 2019	Meeting 6: Final draft review and discussion



Applicability

- New detached residential homes in East Rockville.
- Additions to existing detached residential homes.
- The Design Guidelines and Standards are in addition to the zoning code, not a replacement.
- Standards are the “wills” and the “musts” that require compliance.
- Guidelines are the “shoulds” to which adherence is strongly encouraged.
- If approved, the standards would be adopted as a Special Zone and applied as an Overlay Zone for the East Rockville neighborhood.

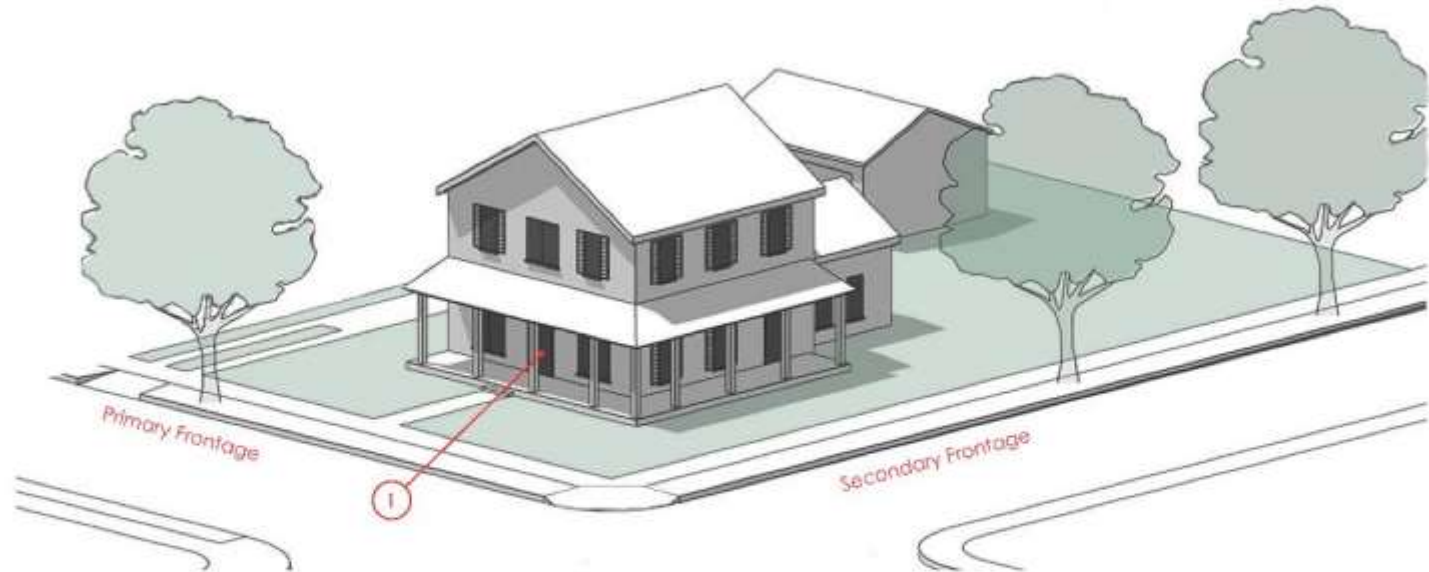


Issue 1: Building Orientation

The way a building is positioned on its lot and how it relates to the street and neighboring homes.

Proposal Key Points

- Front entrances must face the street.
- Exception if entrance conforms to the original design of the home.
- On corner lots, both façades must be similarly designed.



Corner lot, both sides articulated.



Front doors, porches engaging the street.



Front walkways connecting to sidewalk.



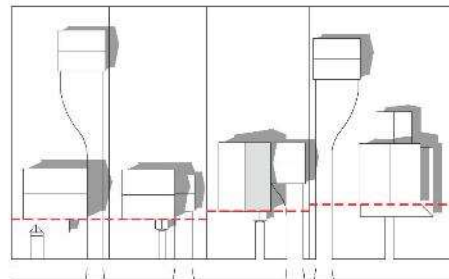
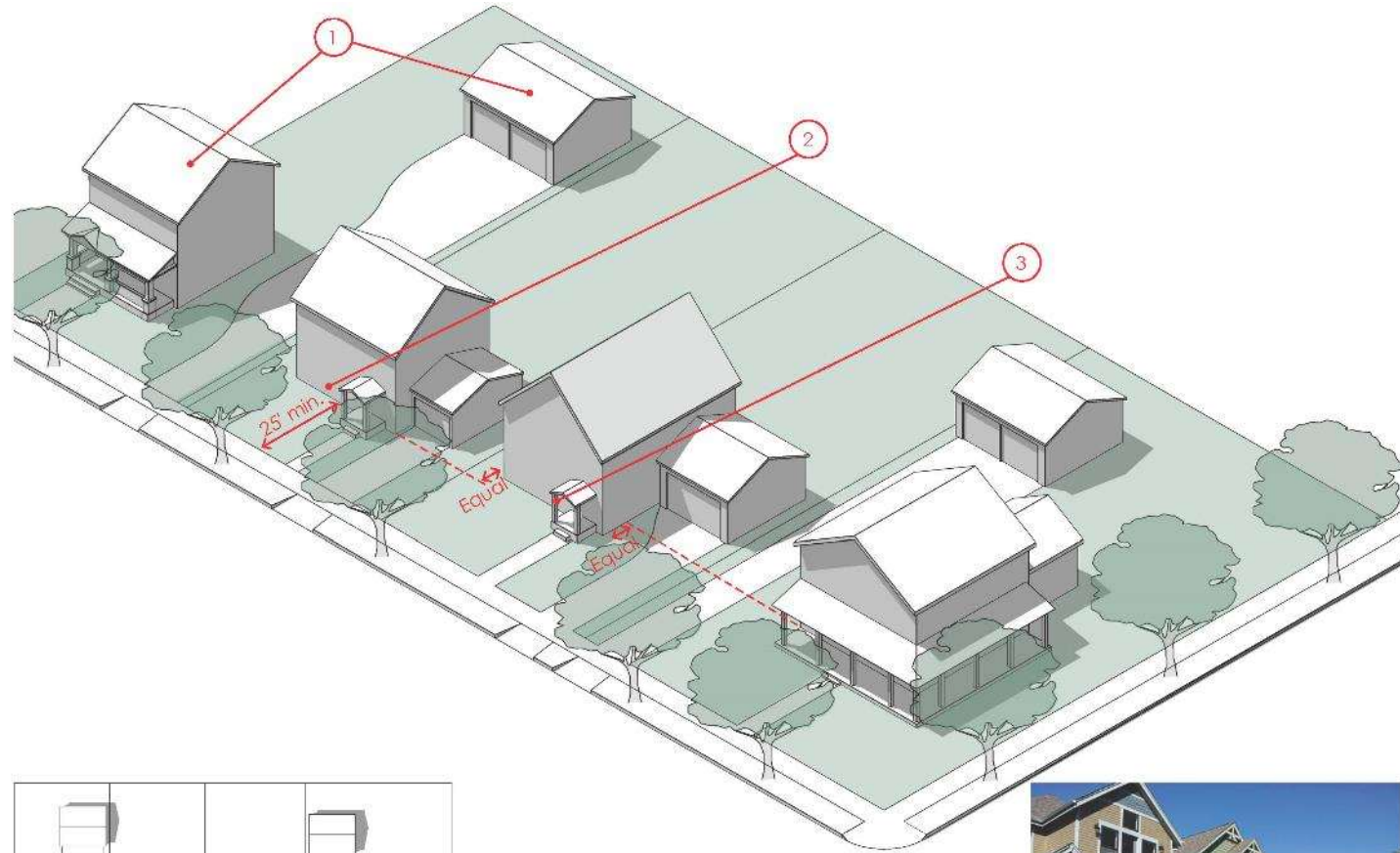
Side entry turned away from the street.

Issue 2: Building Placement

Maintaining an established building setback pattern is a way of preserving neighborhood character.

Proposal Key Points

- New structures and additions must be compatible with the established arrangement, setbacks and orientation of surrounding houses.
- Any existing buildings not conforming to an established pattern on the block must not be used to determine a setback range.



Plan view of the same block showing setbacks.



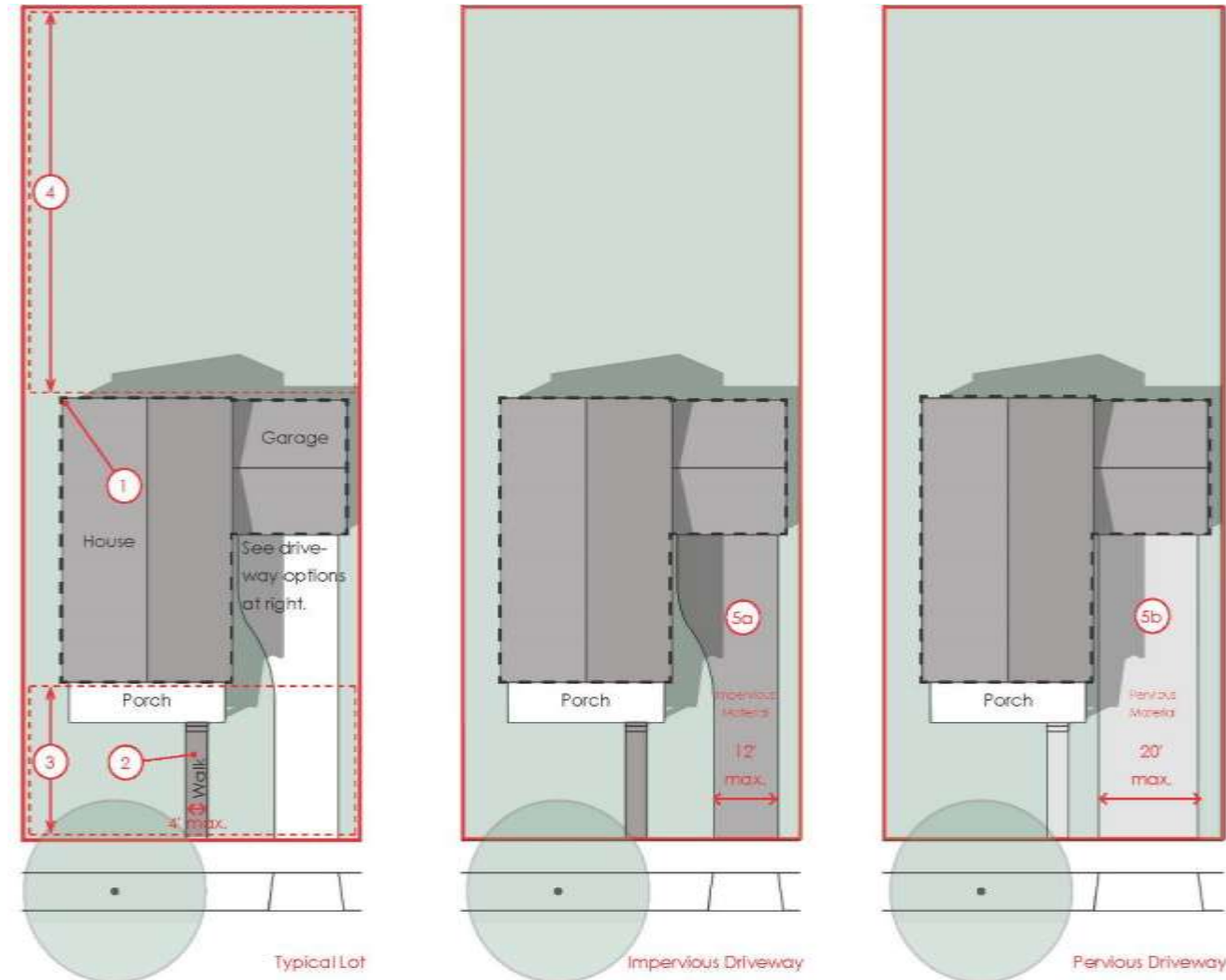
Consistent setback pattern.

Issue 3: Lot Coverage

Lot coverage is the percentage of lot area covered by buildings.

Proposal Key Points

- Maintain the existing lot coverage max of (35%).
- Limit building footprint to 1,500 SF.
- For additions, if retaining an existing one-story, building footprint up to 2,100 SF.
- Limit driveway width (from street to front of house) to 12 feet. If using pervious materials, may increase to 20 feet.
- Limit backyard impervious to 50%.

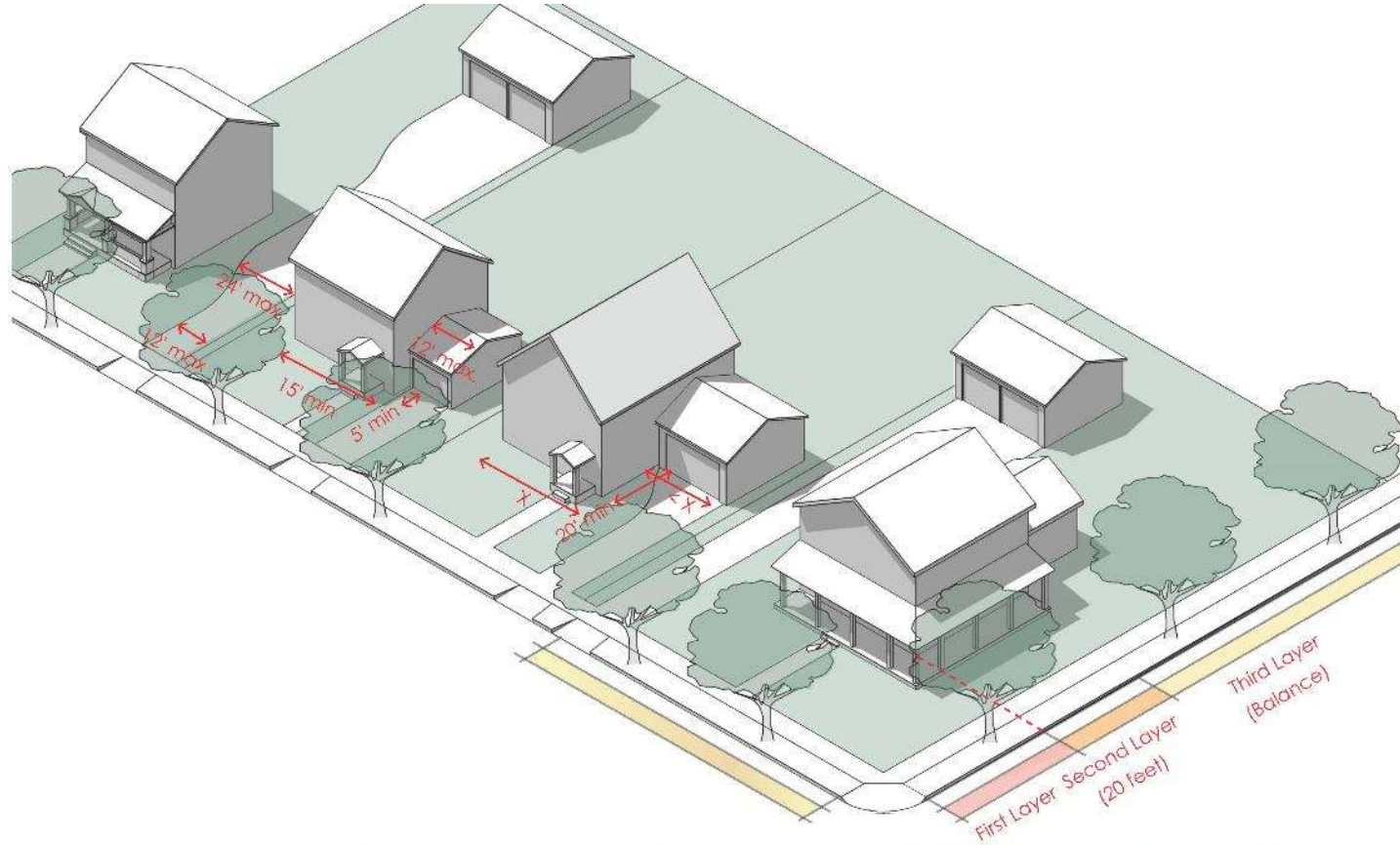


Issue 4: Parking, Garages & Pavement

Garages should not be the prominent feature of the front of the home.

Proposal Key Points

- Garages must sit behind the front of the home.
- Behind the front of the house, driveways can be up to 24 feet with pervious materials and 20 feet with impervious.



Garage beside house, set back.



Garage in rear yard, paved rut driveway.



Driveway with mixed materials.



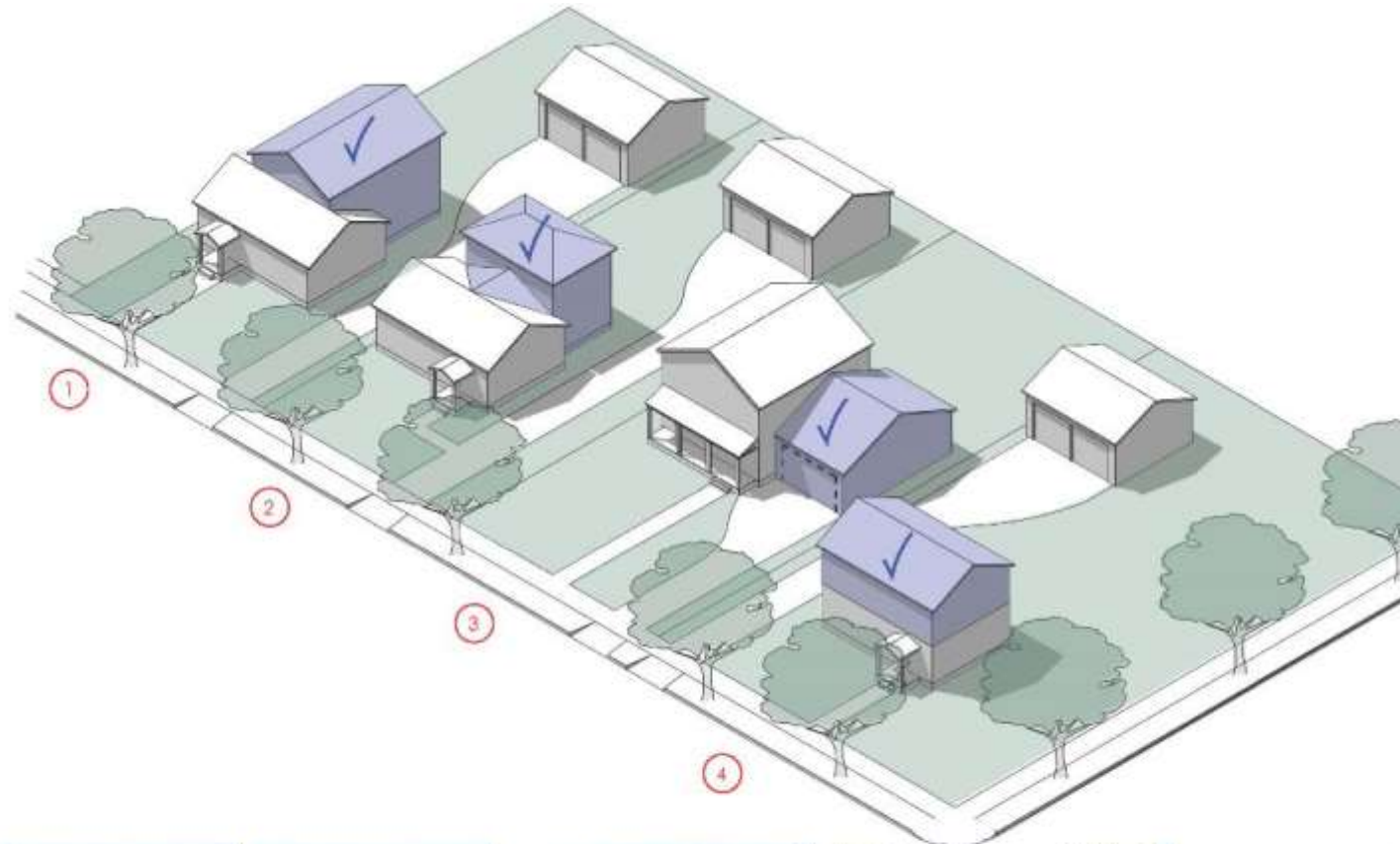
Driveway with permeable materials.

Issue 5: Additions

Additions should complement the design and proportions of the original structure. Overall height, massing, and proportions should relate well to adjacent structures, and the larger neighborhood context.

Proposal Key Points

- Additions must be secondary in massing to the original structure
- Must use compatible roof lines, consistent materials and consistent window placement and proportions.



Rear addition, front and side views: secondary in massing from the primary street, change in roof lines to minimize mass, symmetrical window alignment and placement.



Rear addition doesn't dwarf original, roof ridge is only a few ft above, & it's relatively inconspicuous from the street.



Set back addition, matches colors & detail, roof ridge & eave lower than those of the original structure.



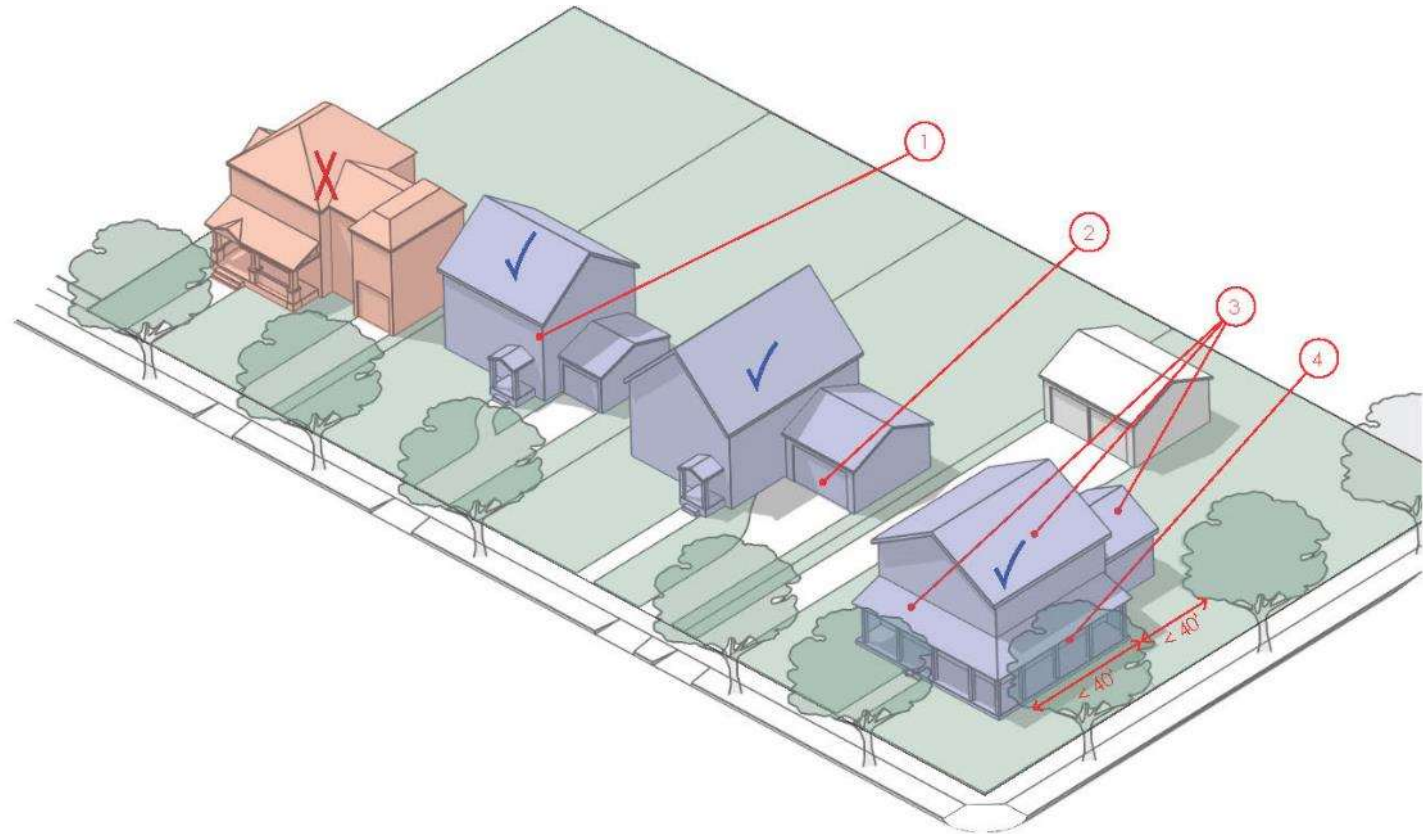
2nd story addition. Simple massing, symmetrical windows with detail, porch breaks up mass.

Issue 6: Building Massing & Scale

Roof lines, massing variation, window placement, and porches can have a significant impact on the perceived mass of a building.

Proposal Key Points

- Buildings must have simple massing.
- Massing should be hierarchical to minimize perceived building mass.
- A single plane of a facade must not be greater than 40 ft.



Simple massing (few outside corners)



Garage next to main structure helps break-up mass and transition to adjacent 1-story.



Simple, distributed massing clearly showing the main body of the house.



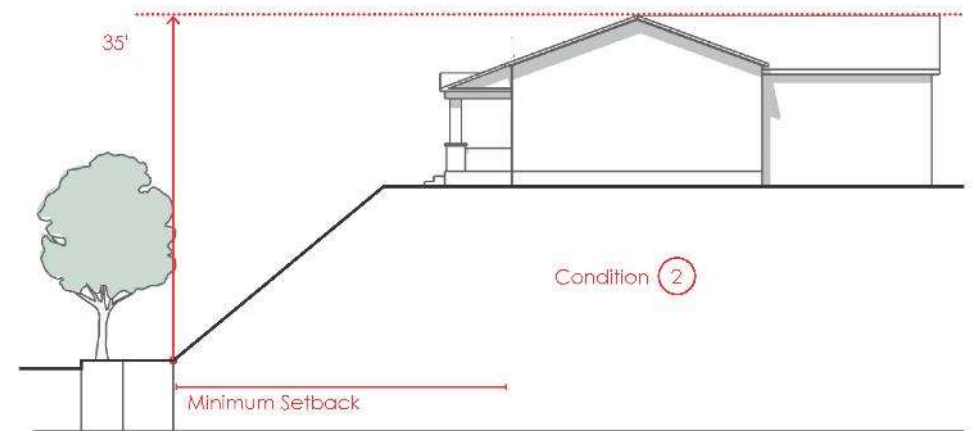
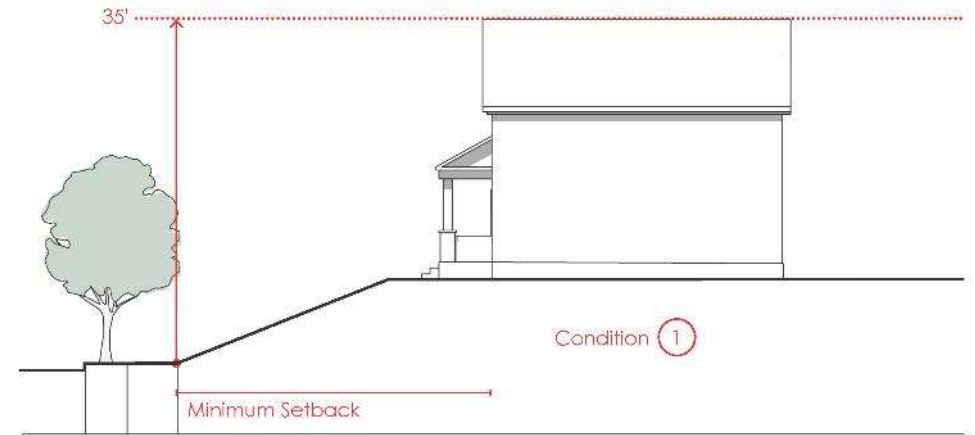
Overly bulky and undistributed massing with overlapping roof lines.

Issue 7: Building Height

A building's scale is established largely by its height. Relatively consistent building heights establish a certain rhythm to a street. A building can be larger than adjacent structures and still be in scale with the neighborhood.

Proposal Key Points

- Measure height from the average grade at the front property line to the peak of the roof.
- Height limited to 35 feet and 2.5 stories.

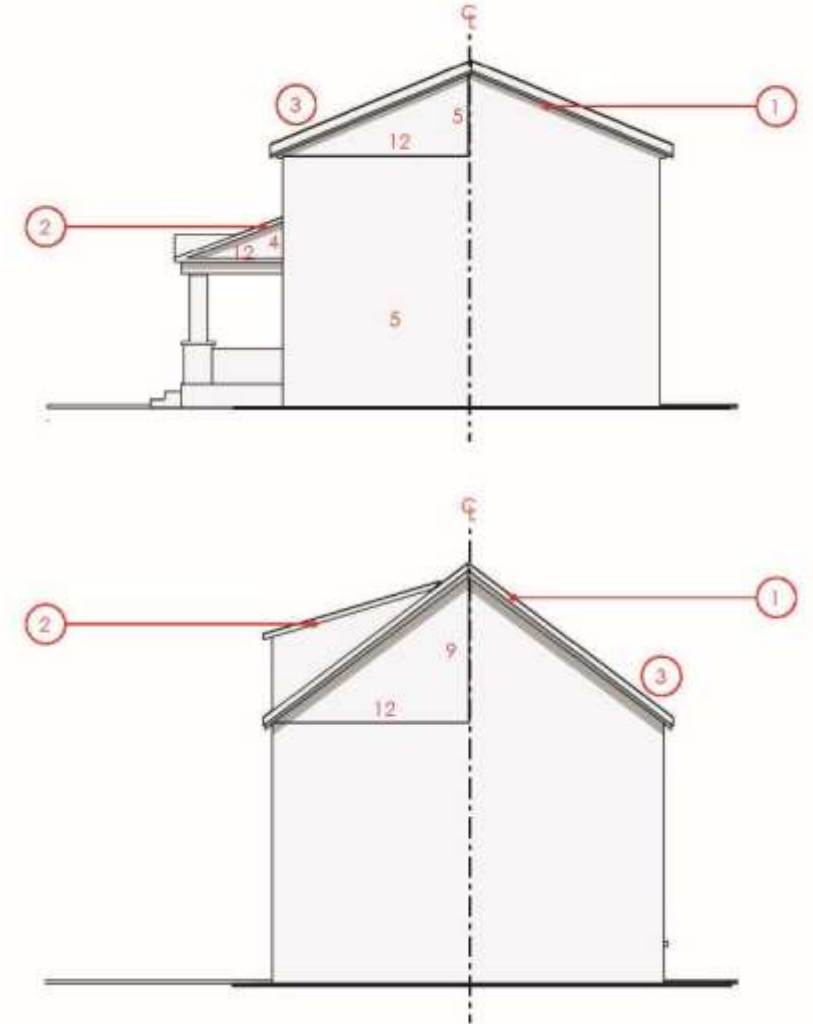


Issue 8: Roof Pitch

Pitch is the slope or angle of a roof. A lowered pitch or fewer ridges and valleys is another way of reducing the bulk of a structure.

Proposal Key Points

- Limit the slope of the roof to 5:12 to 9:12.
- Limit the height of buildings with flat or shed roofs to 30 feet.

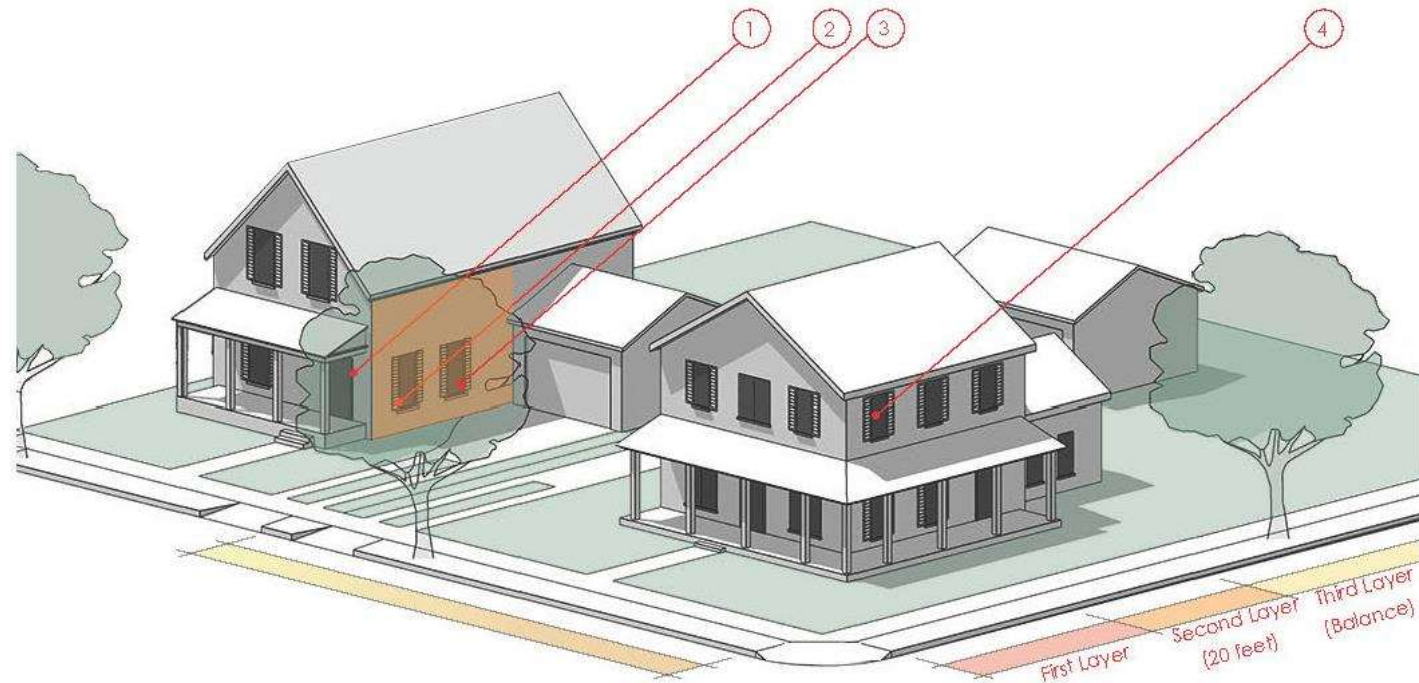


Issue 9: Building Articulation

Articulating a building facade means to provide a variation to its surface, such as framed windows, adding a porch, or off-setting a portion of the elevation.

Proposal Key Points

- The front of the house must be clearly visible from the street.
- Side walls must include windows.
- On corner lots, both façades must be similarly designed and detailed.
- All building elements must be of a consistent style.



Horizontal band, materials change between stories.



Corner House, articulated both façades.



Consistent window proportion.



Avoid blank walls on side elevations.

Issue 10: Building Materials

Material types and where they transition impact building appearance. A change in materials between the first and second stories can help break up the perceived bulk of a structure.

Proposal Key Points

- Materials should be used in a consistent manner, including between the principal building and accessory structures.



✓ Do: Using one or two materials for the Principal Building and another material for the Backbuilding and Accessory Building is preferred.



✓ Do: Using one or two materials for the Principal Building and Backbuilding and another material the Accessory Building is preferred.



✓ Do: Transitioning between materials between floors is preferred as long as the material on the bottom is the more durable of the two.



✓ Permitted but not preferred: Material transitions around outside corners should be avoided.



✗ Don't: Using more than two materials per Principal Building and one per each Backbuilding and Accessory building is not preferred.



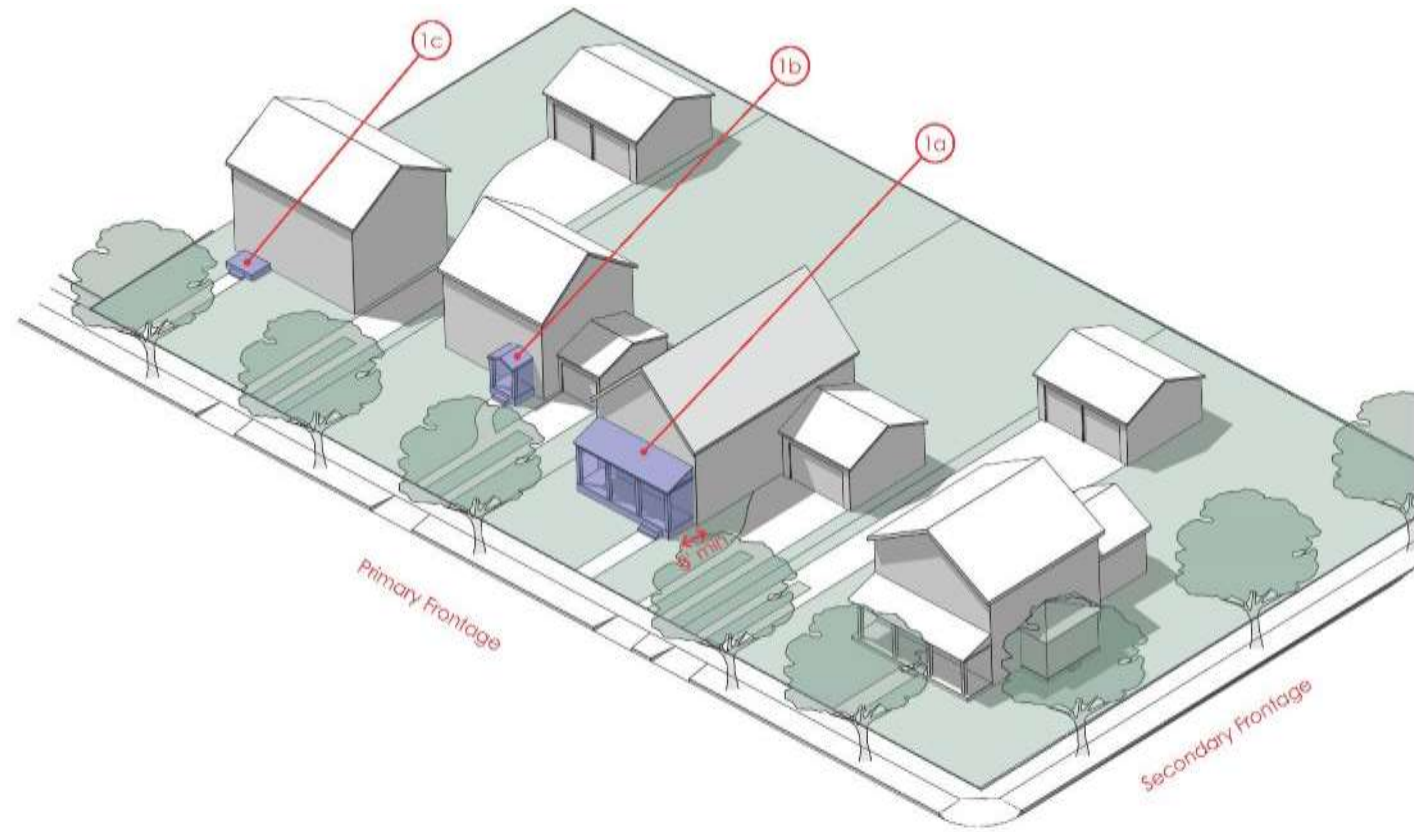
✗ Don't: Single planes should not transition from one material to another along vertical lines.

Issue 11: Porches & Stoops

Porches and stoops add character and interest to a house. They also facilitate community and a project a welcoming environment.

Proposal Key Points

- New houses must include a front porch, stoop or uncovered stoop.
- Porches and stoops must be a minimum of 5 feet deep, but 8 feet minimum is preferred.
- Porches of two-story heights are not permitted.



One-story porch.



Uncovered stoop.



Covered porch.



A. Two-story porch.



B. Two one-story porches.

Next Steps

- Request for authorization to file the zoning text and map amendments.
- The zoning text amendment will include some of the standards in the Design Guidelines and Standards and incorporate them into the Zoning Code as an Overlay Zone.
- A final version of the Design Guidelines and Standards will be brought to the Mayor and Council for eventual approval alongside the zoning text amendment.